

SIMPSON, CRAWFORD & SIMPSON

MIDSUMMER CLEARING SALE

LADIES' TRIMMED HATS.

AN EVENT IN MILLINERY.

Only two prices in our entire Trimmed Hat Department on Monday.

Our Entire Stock Without Reserve Reduced to

\$6.00 and \$12.00 Each.

None of the above are worth less than \$12.00, and many of the French models are actually valued from \$25 to \$35.

This sale affords a rare opportunity to secure select styles at prices without precedent in millinery retailing.

Golf and Travelling Capes.

Attractive offering of these essential Vacation Accompaniments.

Capes made of Scotch Plaid Back Rugs and Shawls in the best colorings, plain tailored or with fringe.

Actual value \$12—Sale price **\$6.75.**

Ladies'—BATHING SUITS—Misses'

In black Brilliantine and navy Serge, large sailor collars, trimmed with white braid..... **\$2.98**
In black and navy Brilliantine with white braid..... **\$3.98**

Wool Dress Skirts.

Skirts of Brilliantine..... **\$2.75** Skirts of Cheviot Serge..... **\$5.00**
Skirts of Sicilian..... **\$3.98** Skirts of Venetian Cloth..... **\$7.75**

Linen and Cotton Skirts.

Skirts of white Pique with plain tailor finish..... **\$2.75**
Skirts of white Pique, two rows of insertion..... **\$3.75**
Skirts of Denim, tunic effect, lace trimmed..... **\$5.50**
Skirts of white Pique, in the new flounce effect..... **\$6.75**

Summer Dresses.

New Lawn Dresses, simple styles varied by much diversity of colors and designs..... **\$8.75**
Organdie Dresses, charming in many admirable combinations of colors and effects..... **\$14.75**

Underwear and Waists.

The two great June specials in **Muslin, Cambric, Lawns, Nainsook,**

wherein are given more value, more selection, more fine trimmings and better fabrics than have ever fallen to like prices.

98c.

French Hand Made

Gowns, with fronts of hand made tucks and elegantly embroidered or lace edged ruffle.
Gowns in every style of neck and length of sleeve, with profusion of trimming.
Skirts, with lace flounce and embroidered ruffle.
Chemises, French hand made.
Chemises, entirely new in effective embellishment.
Drawers, French hand made.

On the 35c. Table.

Gowns, Empire and yoke effect.
Chemises, square, round and pointed yokes.
Drawers, fine embroidered and tucked.
Skirts, ruffled and tucked.

Cotton Waists.

All tastes gratified in an all around assortment of fashionable garments, whose reception has proved their merit. Their fabrics are Scotch Ginghams, 98c. Lawns, Oxfords and Cheviots. Equally representative and value giving are the plaid, pink, blue and violet Waists, true types of elegance, with finish thoroughly good and reliable. **\$1.49**

Imported PIQUES and Dotted SWISSES.

600 Pieces at About Half Regular Prices. One Entire Basement Aisle Given Over to Their Effective Display.

Without multiplying words, the fact of selling IMPORTED Piques and Dotted Swisses actually below the regular prices of domestic goods is an unexampled feat.

300 pieces Imported White and Black Piques, latest bayadere welts, extra welts, heavy skirting grade, exceedingly quality.

21c. yard; worth 39c.

29c. yard; worth 50c.

100 pieces of Imported White Dotted Swisses, all in the fashionable pin-head dot effects, rarely fine, and fresh from Switzerland's best looms; value 55c. yard; price **35c.**

In regular stock are magnificent lines of White Mulls, Organdies, India Linens, fine Lawns and every other weave that present fashions enjoy. Prices are as attractive as the fabrics.

Merino Underwear Specials.

FOR WOMEN.

39c. value, 25c.

Women's American White Lisle Thread Vests, blue, pink and white silk stripes.

50c. value, 35c.

Women's Imported White Lisle Thread Vests, made in Switzerland.

75c. value, 50c.

Women's Imported White Lisle Thread Vests, made in Germany—fancy lace fronts.

FOR MEN.

65c. value, 45c.

Men's Fine Imported Balbriggan Shirts and Drawers, made in Switzerland.

50c. value, 35c.

Men's Domestic Balbriggan Shirts and Drawers—drawers are double gusseted.

95c. value, 65c.

Men's Superfine White Lisle Thread Shirts and Drawers, very light Summer weights.

19th St.

Sixth Avenue.

20th St.

MAIL
ORDERS
CAREFULLY
FILLED.

All Cars Transfer to Bloomingdale's

3d Ave., 59th & 60th Sts.

MAIL
ORDERS
PROMPTLY
FORWARDED

Extraordinary Sale of Dressmakers' Wares.

A marvelous exposition of low prices in small wares and notions. A general harvest of bargains for the dressmaking trade and household economists.

Dress Shields.

An advantageous purchase of Dress Shields makes these prices possible. Although rubber has advanced, these prices are lower than ever.

87 gross rubber-lined Dress-makers' Special, an exceptionally good Dress Shield, Para rubber lined, cambric cover; double the price would buy no better.

No. 2, 3, 4, 5, 65, 75, 85, 1.00 Doz. Pcs. 6, 7, 8, 9 Per Pair.

65 gross double cover Dress-makers' Special; a serviceable, washable Dress Shield; very popular for shirt waists.

No. 3, 4, 5, 75, 85, 1.00 Doz. Pcs. 6, 7, 8, 9 Per Pair.

35 gross 36-inch pure selected Shell Whitebone, 1.00 at, per dozen.

500 gross French Horn Bone, No. 7, 8, 9, 10, 19, 26, 37, 53, gross 2, 3, 4, 5 Doz.

240 pieces extra quality silk double serge BELTING, 10-yard pieces, at, per 59

250 gross standard quality PRUSSIA BINDING, 9-yard pieces, per 1.35

40 gross HOSE SUPPORTERS, made of Lisle Elastic, with nickel-plated button and loop clasps.

Ladies' size, usually 10c. pair.

Misses' size, usually 9c. per pair.

Children's size, usually 8c. per pair.

1,200 gross FERDERHAKEN HOOKS AND EYES, No. 4 3 or 4, at, per gross.

Small Wares.

Best quality AMERICAN PINS, all sizes, 3 papers for 10

ENGLISH BLACK PINS, 2

ENGLISH HAIRPINS 1-oz. papers, 1

METAL SKIRT BELTS keep the waist down and hold the skirt up, 5

LINEN CORSET LACES, 15

COTTON TAPE, 1-2 inch wide, 24-yard pieces, best quality, 5

HANDY IRON WAX, per dozen, 9

New VICTORIA PLEATING MACHINES, each, 10

Ladies' BLACK SHOE DRESSING, 4-oz. bottles, usual 10c. quality at 5

Combination RUSSET LEATHER SHOE DRESSING, per package, 4

40 Gross HOSE SUPPORTERS, made of Lisle Elastic, with nickel-plated button and loop clasps.

Ladies' size, usually 10c. pair.

Misses' size, usually 9c. per pair.

Children's size, usually 8c. per pair.

1,200 gross FERDERHAKEN HOOKS AND EYES, No. 4 3 or 4, at, per gross.

Plain & Fancy Ribbons.

The marked activity at the ribbon counters is accounted for by the fact that our prices are invariably lower than anywhere else in town. The styles and qualities, too, are the best.

FANCY TAFFETAS, several styles, Nos. 5, 7 and 9, used for tie ribbons and shirring purposes; they come in plaids and stripes, some lace edges and very pretty, 5, 7, 10

FANCY TAFFETA RIBBONS, some new patterns, very handsome goods for four-in-hand ties, all light summer colorings, regularly 50c. per yard, 25 and 28

PLAIN TAFFETA RIBBONS, superior quality, only summer shades, as white, light blue, rose pink, lilac, etc. 15

3 1/4-inch, per yard, 25

4 1/2-inch, per yard, 25

Main Floor, 50th St. Section.

Dainty Summer Silks.

FOULARD SILKS, all this season's designs, manufactured to sell for double the amount but having secured the whole lot enables us to sell them at the ridiculously low price of (per yard) 25

SATIN LIBERTY, in black, blue and white grounds with colored figures; they sold this season for 65c. to close this small lot at (per yard) 35

KAUKI WASH SILKS, in stripes, fast colors warranted to wash, nothing cooler and more durable for suits and waists; this little lot to go at (per yard) 23

Main Floor, Front, Centre.

Men's Fine Straw Hats and Pearl Alpines, 2.50 Grades at 1.49.

Remarkable Shirt Selling for To-Morrow at 38c.

Negligee Shirts, Attached Cuffs, 2 Separate Collars. Negligee Shirts, Detachable Cuffs. All at 38c.

Here is another chance to complete your stock of shirts for the summer. To-morrow we place on sale an enormous quantity of men's Negligee Shirts in two styles; a very large assortment of pretty patterns will be shown in a complete line of sizes. Every shirt is carefully made and finished. There are men's soft Negligee Shirts with attached cuffs and 2 separate collars. Men's Negligee neckband shirts with separate cuffs. Your choice, 38

Main Floor, 60th St. Corner.

Ladies' Dainty, Low-Priced Shirt Waists.

Extraordinary values in the Waist Department.



FINE CHAMBRAY SHIRT WAISTS, tucked and corded fronts, solid colors and stripes, also lawns and fine madras, in pretty pink and blue stripes, value \$1.50, 98

BEST PERCALE SHIRT WAISTS, new styles, pretty patterns, 34 49

Our WHITE WAISTS are the best values and largest assortment of styles at very attractive prices. We can only mention a few tucked and embroidered fronts.

1.19 and 98

1.39 and 1.69

1.69 and 1.98

1.39, 1.48 and 1.88

2d Floor, 50th St. Section.

Ladies' Lawn and Organdie Dresses.

LADIES' DRESSES, fine white figured organdie, handsomely trimmed with white ribbon, lined with white lawn, special, 6.98

LADIES' DRESSES, black and blue figured lawn and white figured organdie, some handsomely trimmed with ribbon, others with lace insertion; colored linings, 7.49

2d Floor, 50th St. Corner.

Ladies' Separate Dress Skirts, Value \$5.00, at \$2.97.

We offer the remainder of a manufacturer's entire stock of handsome separate Dress Skirts at three-fifths of actual value. They are splendidly made of fine cloth; colors are black, blue, brown, red and gray; the materials are Venetian and broadcloth, storm and cheviot serge, lined and interlined, bound with velvet, button back and the popular habit shape; not a skirt worth less than \$5.00; to-morrow at 2.97

2d Floor, 50th St. Corner.

Bicycle Suits, Skirts, Etc.

LADIES' BICYCLE and MOUNTAIN SUITS in brown and Oxford gray covert cloth, fly front or double breasted jacket, lined throughout latest style, circular skirts, special at 5.98

LADIES' BICYCLE and MOUNTAIN SUITS, all wool navy blue or black serge and mixed goods, fly front, tight fitting or Eaton jackets, skirt and jacket lined throughout, well tailored, special at 7.98

LADIES' RAINY-DAY OR BICYCLE SKIRTS, in navy blue, brown and Oxford gray, circular shape, with six rows of stitching, trimmed with buttons, special at 2.98

LADIES' DIVIDED BICYCLE SKIRTS, suitable for the diamond frame, with detachable apron front, in brown, gray and Oxford, special at 3.69

SATIN BLOOMERS, special at 98

BRILLIANTINE BLOOMERS, special at 1.25

PONGEE SILK BLOOMERS, special at 2.98

Second Floor, 50th St. Section.

Misses' Military Capes.

MISSSES' AND CHILDREN'S MILITARY CAPES, navy blue twilled cloth, lined throughout with red flannel, detachable hood, gold buttons, sizes 6 to 18 years, special at 3.98

2d Floor, 50th St. Section.

Black Dress Goods.

PLAIN FLANNEL SUITING, all wool, 36 in. wide, a very desirable quality for bathing suits, etc. We have sold this grade regularly at 39c; for to-morrow and Tuesday we will mark it, per yard, 25

BLACK BRILLIANTINE, a choice fabric for the present season, jet black, fast dye and sheds the dust readily; has been considered a bargain at 39c; to-morrow and Tuesday, 25

BLACK SURAH SERGE, all wool, 46 in. wide, especially adapted for summer wear, being light in weight and very durable; we guarantee the color fast and in every way desirable; it has sold readily at 59c, but for to-morrow and Tuesday at 45

ALL-WOOL NUN'S VEILING, 40 in. wide, in jet and blue black; this fabric has no equal where a light, cool garment is required; to-morrow and Tuesday we will sell 49

this 69c quality at

Main Floor, near Rotunda.

HEARN

West Fourteenth Street

The Summer Sale of Ladies' Underwear and Babies' Clothing Is One And

But One of Many Attractions

While this announcement tells of some, only a visit can show how well we can supply Summer Needs for City and Country.

Having Hit the Nail on the Head in

OUR SALE OF LADIES' UNDERWEAR and BABIES' CLOTHING

We would say: The time for attracting by a few low prices is past.... In this sale QUALITY has received first consideration, none but Goods of merit such as reflect Credit upon buyer and seller being offered.... Catch penny offerings, made to allure, with hope of large profits on the higher priced, have played no part—as against such elsewhere made.

We have offered and shall offer

WELL MADE GARMENTS of

HIGH QUALITIES

in great assortments

AT FAR LOWER PRICES

Than equal can, elsewhere, be found.

CORSET COVERS

Best Shapes—Best Workmanship.

Hemstitching, lace or wide emb'dy 13
V and Square 12 styles 29
Fancy Yokes fine Emb'dy 37
Fancy styles for wear 49
with thin dresses 49 69 98 139

DRAWERS

Extra Muslin, tucks and Emb'dy 29
Emb'dy or lace insertings and tucks 39
Cambric and Muslin—tucks, insertings, Emb'dy or lace—15 styles 49
Extra fine or showy trimming 69

Pleasant customers return.

Success of Sale

is due to Values quickly appreciated

Attractions such as appeal to judgment.

REALITIES, NOT CHIMERAS.

PETTICOATS—

Inserting, lace or Emb'dy 79
18-inch flounce—tucks and insertings 95
Deep Emb'dy—cluster tucks 95
Four insertings of Point de Paris and other fancy laces—tucks above 139

Fine Cambric—18-inch flounce—lengthwise rows of val lace insertings altering with cluster tucking 149

Car Sales Are Successful

Because

Announcements are relied upon

Experience having shown that

Offerings are as promised.

No exaggerations.

NIGHT DRESSES.

Extra Muslin—12 styles 49
Extra Muslin—10 styles 59
Cambric and Muslin—15 styles 68
Novelty Effects 20 styles 98

Fine Cambric—handsomely trim'd with openwork emb'dy and insertings—fancy beading—satin ribbon run—worth 2.25—1.49

LADIES' CHEMISES

Cambric and Muslin—fancy trim 49
With fancy yokes of lace or Emb'dy—with and without ribbon 59
Trim'd Skirt Chemises—fancy effects in showy Laces or Emb'dy 98

Sample Values in Infants' Department.

BABIES' DRESSES.

Cambric, Lawn and Nainsook—superior qualities—full size—well finished—strong, neat trimming.

LONG DRESSES—Cambric, Lawn or Nainsook—Tucked yokes—fine emb'dy 49
Fancy yokes—emb'dy trim'd Skirts 69
Extra fine trim—12 styles 98
Special values in line to 6.98.

LONG SLIPS
Camoche—neatly made and trim'd 19
Nainsook and Cambric—lace or emb'dy 39
Fancy effects—25 styles 49
Special values in line to 6.98.

SHORT DRESSES—new to 4 years
Cambric, Nainsook and Lawn—fancy yokes—lace and emb'dy—great variety 49
Fine Nainsook and Lawn—dainty styles—neat emb'dy 69
With fine insertings and hand stitching 98
Special values in line to 6.98.

WASH DRESS FABRICS

Reductions made when assortments are broken and desirable styles and colorings are gone, do not much benefit the Public.... Cutting prices while assortments are complete with best styles and colors are

Reductions That Talk

Such Are These:

At TWELVE CENTS and a half; were 18 to 20 cents

Fine Scotch Ginghams Novelty Effects
Silk finish Zephyrs Granite Effects
Ribbon Stripe Organdies floral designs
Bengaline—white with colored designs
French Crepons—delicate tinted stripes
Grenadine Stripes—Black and Navy
Plain color or white figured
Finest French Batistes—38 inch—30 styles
Fine Dimities—Polka dots and Set figures

At 5 1/2 CENTS; were 10 and 12 1/2 cents

Lace and Corded Novelty Lawns
Fancy Grenadine Lawns
Satin Barred Organdies
Best styles and colors

At 7 1/2 CENTS; worth 15 to 19

Fine Fancy Batistes
Hemstitched and Emb'dy Stripe Lawns
Colored Stripe Lawns
Emb'dy Spots and Stripes
Best styles and colors.

At EIGHT CENTS and three-quarters

BEST GINGHAMS
ever sold at the price!
the fashionable Madras weave so much in demand for fine Shirt Waists and Shirts—150 distinct styles and colorings—Not an undesirable pattern among them Full 32 inches wide.

ALSO, AT SAME PRICE

DOUBLE FACE GOLF CHEVIOTS
Handsome Plaids and Stripes including plenty of the green and lavender combinations—very durable—